



<b>INFORMATION DISCLOSURE CITATION IN AN APPLICATION</b>  Form PTO-1449		Docket Number	Application Number	
		24122-303-409		09/879,825
		Applicant(s)		
		Craig W. BARNETT et al.		
		Filing Date	Group Art Unit	
June 12, 2001		3622		

#14

**U.S. PATENT DOCUMENTS**

*EXAMINER INITIAL	REF	DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
AJ	A	5,708,782	01/13/1998	Larson et al.	395	214	

**OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)**

AJ	B	"In Search of Mall Rats", <u>Direct</u> , V. 3, No. 11, page 10, November 1991, Dialog File 570, Accession No. 01235027.
AJ	C	LEVINE et al., "The Internet for Dummies", <u>IDG Books Worldwide, Inc.</u> , 1993, pages 7-9
AJ	D	"FBM's Second Annual In-Store Challenge", <u>Food &amp; Beverage Marketing</u> , Vol. 14, No. 5, page 38(7), May 1995, Dialog File 148, Accession No. 07895476.
AJ	E	SHETH et al., "Feeling the Heat--Part 1", <u>Marketing Management</u> , Vol. 4, No. 2, pages 8-23, Fall 1995, Dialog File 15, Accession No. 01103439.
AJ	F	BANK, "E-Mail Marketing Firm Using Discount Strategy", <u>San Jose Mercury News</u> , May 10, 1994, Dialog File 608, Accession No. 00208382.
AJ	G	"Windham Hill Spinning Internet Musical Tunes", <u>Bandweek</u> , Vol. XXXVI, No. 8, February 20, 1995, Dialog File 9, Accession No. 01129577.
AJ	H	KATCHER, "Getting Products to Consumers", <u>Automotive Marketing</u> , Vol. 19, No. 5, page 34(3), May 1990, Dialog File 148, Accession No. 04591048.
AJ	I	CARR, "Beyond the Hype, There is Real Use for the Internet", <u>Sporting Goods Business</u> , Vol. 29, No. 8, pp. 98, August 1996, Dialog File 15, Accession No. 01283202.
AJ	J	"FreeMark Communications Announces Free, Online Couponing; Innovative Online Service Provider in Deal with Coupons Online; Campbell Soup Sings On", <u>Business Wire</u> , November 6, 1995, Dialog File 16, Accession No. 05823622.
AJ	K	SAVAGE, "The Bradenton Herald, Fla., Net Gains On-Line Column", <u>The Bradenton Herald</u> , October 19, 1995, Dialog File 608, Accession No. 00303038.
AJ	L	PR Newswire, "USA: SLED Internet Directory Distributes Electronic Coupons", <u>Reuters Info, Svcs.</u> , May 9, 1994.
AJ	M	"Trading Scissors for Modems", 2-page brochure, by Adrienne Ward FAWCETT, <u>Advertising Age</u> , June 5, 1995.
AJ	N	MOELLER, "Let's Hang Out at the E-Mall: eShop Opens its Doors to Tower Records", <u>PC Week</u> , Vol. 12, No. 44, page 75(1), November 6, 1995.
AJ	O	DWORSKY, "Consumer World Launched on the Internet", <u>M2 Presswire</u> , September 26, 1995.
AJ	P	PORTER, Arthur L., "Strengthening Coupon Offers by Requiring More from the Customer", <u>Journal of Consumer Marketing</u> , Vol. 10, No. 2, pages 13-18, 1993.
AJ	Q	SHANI, David, "Exploiting Niches Using Relationship Marketing", <u>Journal of Business and Industrial Marketing</u> , Vol. 8, No. 4, pages 58-66, 1993.
AJ	R	"Online Targeted Coupon Delivery Offering Interactive Follow-Up and Analysis...", 2-page Brochure, <u>Coupons Online</u> , New Jersey, Electronic Marketing, Ltd., 1994.
AJ	S	"Coupons Online is a New Interactive, Targeted Online Distribution and Demographics Collection Method", 2-page Brochure, <u>Coupons Online</u> , New Jersey, Electronic Marketing, Ltd.

**RECEIVED**

SEP 17 2003

EXAMINER	DATE CONSIDERED
	10/2/03
EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to Applicant.	

**GROUP 3600**